<https://www.woccu.org/newsroom/releases/International_Credit_Union_Day(R)_2019:_Local_Service_Global_Reach>

MADISON, Wis.—Credit union professionals from across the globe helped World Council of Credit Unions (WOCCU) and the [Credit Union National Association](http://www.cuna.org/) (CUNA) pick the theme for International Credit Union Day® 2019—to be held Thursday, October 17.

WOCCU and CUNA sent surveys to their members in May, asking for feedback on seven possible themes. More than 100 surveys came back from 12 countries—with respondents clearly favoring one theme above the rest: **Local Service. Global Reach.**

“Each credit union serves a local community. And it is because of that local service in communities across the world that we have a global credit union movement that’s now 260 million members strong. That’s why our theme—“Local Service. Global Reach.”—so perfectly captures the focus and scope of credit unions as we head into the next decade,” said World Council President and CEO Brian Branch.

International Credit Union Day® is held annually on the third Thursday of October to celebrate the spirit of the global credit union movement. Through ICU Day festivities worldwide, credit unions raise awareness through outreach and volunteering in the community, organizing contests, charitable fundraisers and open houses.

“Our member focus means that we continuously strive for higher levels of member service and engagement,” said Michelle Kamke, marketing projects manager at CUNA. “Our cooperative values make us stronger together, because when we empower locally, we inspire globally. ICU Day is a chance to showcase the meaningful change the movement brings to members worldwide.”

ICU Day logos and posters—as well as celebration ideas and other tips to create unique, memorable member experiences to help celebrate ICU Day—are available at WOCCU’s [International Credit Union Day](https://www.woccu.org/networking_education/icuday) page. Credit union and financial cooperative representatives and members everywhere are encouraged to share photos, events, experiences and other ideas on [Facebook](https://www.facebook.com/woccu/), [Twitter](https://twitter.com/WOCCU), [Instagram](http://www.instagram/woccu) and [LinkedIn](https://www.linkedin.com/company/world-council-of-credit-unions/) using #ICUDay.

儲蓄互助社世界議事會(WOCCU)與CUNA在5月向會員們發送調查，詢問對7個候選主題的意見，最後收到來自12個國家超過100份的回函，調查結果顯示受訪者明顯喜愛這個主題：Local Service, Global Reach。

「每個儲蓄互助社的服務對象都是當地社區，也就是世界各地社區的在地服務構成了全球儲蓄互助社運動有2億6千萬社員的規模。因此我們的主題－Local Service, Global Reach－非常精準地掌握了儲蓄互助社在進入下一個10年時的著重範圍。」WOCCU主席兼CEO Brian Branch表示。

國際儲蓄互助社節(International Credit Union Day) 活動訂於每年10月的第三個星期四舉辦，旨在慶祝國際儲蓄互助社運動之精神。透過全球國際儲蓄互助社節慶祝活動，儲蓄互助社利用深入社區和志願服務、組織競賽活動、慈善募捐、開放社參觀等喚起大眾意識。

「會員們關注的重點表示了我們一直持續努力提供更高水準的會員服務和投入程度」CUNA的行銷專案經理Michelle Kamke說。「我們的合作價值使我們團結，當我們在本地鼓勵、幫助社員改善生活的同時，我們也激勵、鼓舞了全球各地的人們。國際儲蓄互助社節就是展示儲蓄互助社能為全球社員帶來更有意義的改變機會。」

欲慶祝獨特、令人難忘的國際儲蓄互助社節活動，可在<https://www.woccu.org/events_and_engagement/icuday>中獲得標語、英西文海報、慶祝創意與及更多資訊。歡迎全球各地的儲蓄互助社和金融合作社代表與社員們使用#ICUDay的主題標籤(hashtag)在Facebook、Twitter和LinkedIn上分享照片、活動、體驗和各種慶祝創意。